What is claimed:

1.   A telecommunications advertising means comprising an advertisement database that stores subscriber specific or third party advertisements and a processing means coupled with said advertisement database, said processing means configured to selectively associate at least one advertisement in said advertisement database with a source of an incoming communication and associate at least one advertisement with a destination of said incoming communication.

2.   The telecommunications advertising means of claim 1 further comprising a router coupled with said advertisement database, said router configured to route said incoming communication to said destination, route any messages associated with said source to said source, and route any message associated with said destination to said destination.

3.   The telecommunications advertising means of claim 2, wherein the router comprises said processing means.

4.   The telecommunications advertising means of claim 1, wherein the telecommunications advertising means is part of a fixed telecommunications network.

5.   The telecommunications advertising means of claim 1, wherein the processing means is further configured to selectively associate a particular advertisement or advertisements with said incoming communication depending on at least one of the following:

    user preferences;

    a primary language of a user associated with said incoming communication;

    a source of said incoming communication;

    a type of said incoming communication;

    a time of day of said incoming communication;

    a destination of said incoming call; and

a geographical location of said incoming communication.

6. The telecommunications advertising means of claim 5, wherein the source of said incoming communication is one of the group comprised of:

a wireless network;

a local loop;

the Internet;

a paging network;

a local fixed network;

a non-local fixed network; and

a local area network.

7. The telecommunications advertising means of claim 6, wherein the processing means is further configured to selectively associate a particular advertisement or advertisements with said destination of said incoming communication depending on at least one of the following:

a source of said incoming communication;

a type of said destination;

a type of said incoming communication;

a time of day of said incoming communication; and

a geographical location of said destination.

8. The telecommunications advertising means of claim 7, wherein the type of destination is any one of the group comprised of:

a wireless network;

a local loop;

the Internet;

a paging network;

a local fixed network;

a non-local fixed network; and

a local area network.

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9.   The telecommunications advertising means of claim 8, wherein the incoming communication is any one of the group comprised of:

a data communication;

a video communication;

a voice/audio communication;

a paging communication;

an email communication; and

a combination of any of a textual data communication, a video data communication, a voice/audio communication, a paging communication, and an email communication.

10.   The telecommunications advertising means of claim 1, wherein the processing means is further configured to selectively associate a same advertisement or advertisements with said source and said destination.

11.   The telecommunications advertising means of claim 1, wherein the processing means is further configured to selectively associate a different advertisement or advertisements with said source and said destination.

12.   The telecommunications advertising means of claim 1, wherein the message or messages associated with said source and the advertisement or advertisements associated with said destination are each one of the following:

a subscriber specific message;

a jingle;

a text advertisement;

an audio advertisement;

a video advertisement; and

a graphic advertisement.

13.   A telecommunications advertising means comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography at least one advertisement in the advertisement database with an incoming communication in at least one of the following ways:

associate at least one advertisement with a distribution of said incoming communication;

associate at least one advertisement with a source of said incoming communication; and

associate at least one advertisement with said source and at least one advertisement with said distribution.

14. A telecommunications system comprising a network subsystem, said network subsystem including:

a switching center;

one or more administrative means coupled with said switching center, said administrative means configured to store required administrative information for each of a plurality of terminals connected/registered in said telecommunications system; and

a telecommunications advertising means coupled with said switching center, said telecommunications advertising means comprising an advertisement database and a processing means coupled with said advertisement database, said processing means configured to selectively associate at least one advertisement in said advertisement database with an incoming communication.

15. The telecommunications system of claim 14, wherein the switching center is configured to:

route communications between said terminals;

route communications from said terminals to fixed network users via a fixed network interface;

route advertisements associated with a source of said incoming communication to said source, wherein said source is either one of said plurality of terminals or a fixed network user; and

route advertisements associated with a destination of said incoming communication to said destination, wherein said destination is either one of said plurality of terminals or a fixed network user.

16.   The telecommunications system of claim 15, wherein the switching center comprises said processing means.

17.   The telecommunications system of claim 15, wherein a communication is one of the following:

a data communication;

a video communication;

a voice/audio communication;

a paging communication;

an email communication; and

a combination of any of a textual data communication, a video data communication, a voice/audio communication, a paging communication, and an email communication.

18.   The telecommunications system of claim 14, wherein the processing means is further configured to selectively associate the same advertisement or advertisements with said source and said destination

19.   The telecommunications system of claim 14, wherein the processing means is further configured to selectively associate a different advertisement or advertisements with said source and said destination.

20.   The telecommunications system of claim 14, wherein the advertisement or advertisements associated with said source and the advertisement or advertisements associated with said destination are each one of the following:

a subscriber specific message;

a jingle;

a text advertisement;

an audio advertisement;

a video advertisement; and

a graphic advertisement.

21.   A method of telecommunications advertising comprising:

storing a plurality of advertisements;

selectively associating one or more of said plurality of advertisements with a communication;

playing or otherwise displaying said one or more advertisements to a user associated with said communication;

connecting said communication with a destination; and

completing a transaction of said communication after said one or more advertisements has been played or otherwise displayed for said user.

22.   The method of claim 21 further comprising storing user information, said user information including at least one of the following for each user:

a user's primary language;

a user's preferences;

a user's communications provider;

a user's communications plan;

a user's communication means; and

a user's geographic location.

23.   The method of claim 22, wherein associating one of said plurality of advertisements with a communication further comprises determining a user associated with said communication and selectively associating said message based on said user information.

24.   The method of claim 23 further comprising:

selectively associating one or more of said plurality of advertisements with said destination;

playing or otherwise displaying said one or more advertisements associated with said destination to a user associated with said destination; and

completing said transaction associated with said communication after said one or more advertisements associated with said destination has been played or displayed for said user associated with said destination.

25.   The method of claim 24, wherein associating one or more of said plurality of advertisements with said destination further comprises determining a user associated with said destination and selectively associating said one or more advertisements based on said user information.

26.   The method of claim 25, wherein the user's preferences include at least one of the following:

information related to the types of services said user is interested in or typically uses;

information related to the types of products said user is interested in or typically uses;

the language said user would prefer to receive information in; and

personal data regarding the user including age, gender, economic status, spending habits, political affiliation, marital status, and brand loyalty.

27.   The method of claim 24 further comprising billing said user at a different rate based on the inclusion of said advertisements in said communication.

28.   The method of claim 27 further comprising the user staying online after the communication transaction has ended and selecting to receive more information related to one or more advertisements played during the communication.

29.   The method of claim 28 further comprising the user selecting to be directly connected with a company associated with one of the advertisements played during the communication.

30.   Method of updating user preferences associated with a telecommunications advertising means comprising:

a user accessing a record containing the user's preferences from a database;

providing said user with the option of changing or updating any or all user preferences in the record;

said user changing or updating some or all of the user's preferences;

updating and storing said record in said database;

using the updated version of said record to automatically update associations of advertisements to be played to said user within a telecommunications network containing said telecommunications advertising means.

31. The method of claim 30, wherein the user accesses said record via a telephone or the Internet.

32. The method of claim 30, wherein the user's preferences include at least one of the following:

information related to the types of services said user is interested in or typically uses;

information related to the types of products said user is interested in or typically uses;

the language said user would prefer to receive information in; and

personal data regarding the user including age, gender, economic status, spending habits, political affiliation, marital status, and brand loyalty.